

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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April 16, 1997

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

JUNE DORAL B2G1F / PROMOTION #700272

Dear Gene:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 43 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	2
Light Box	12300-24066	3
Full Flavor 100	12300-24063	2
Light 100	12300-24062	3

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PO #051397

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,409.26

Non-EFT \$ Amount:

\$N/A

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B2G1F

MUTUAL WHOLESALE

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$49.00 (3.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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To All RJR Retail Partners

RETAILER LETTER

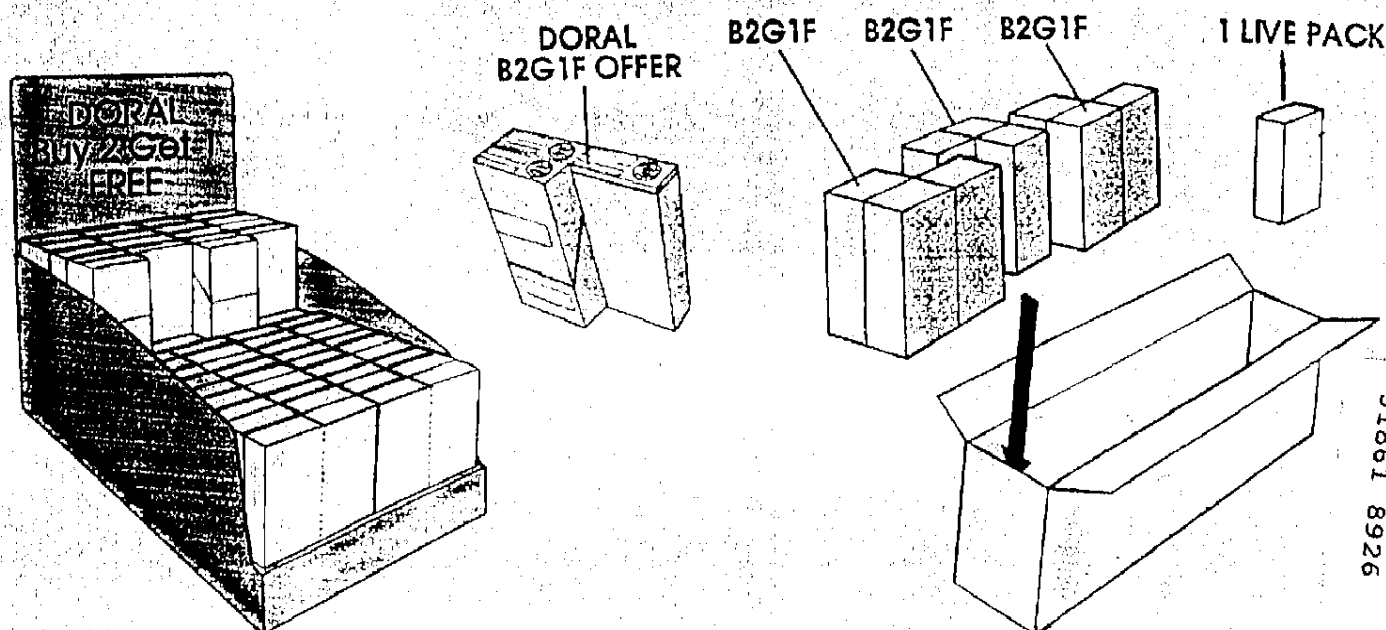
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



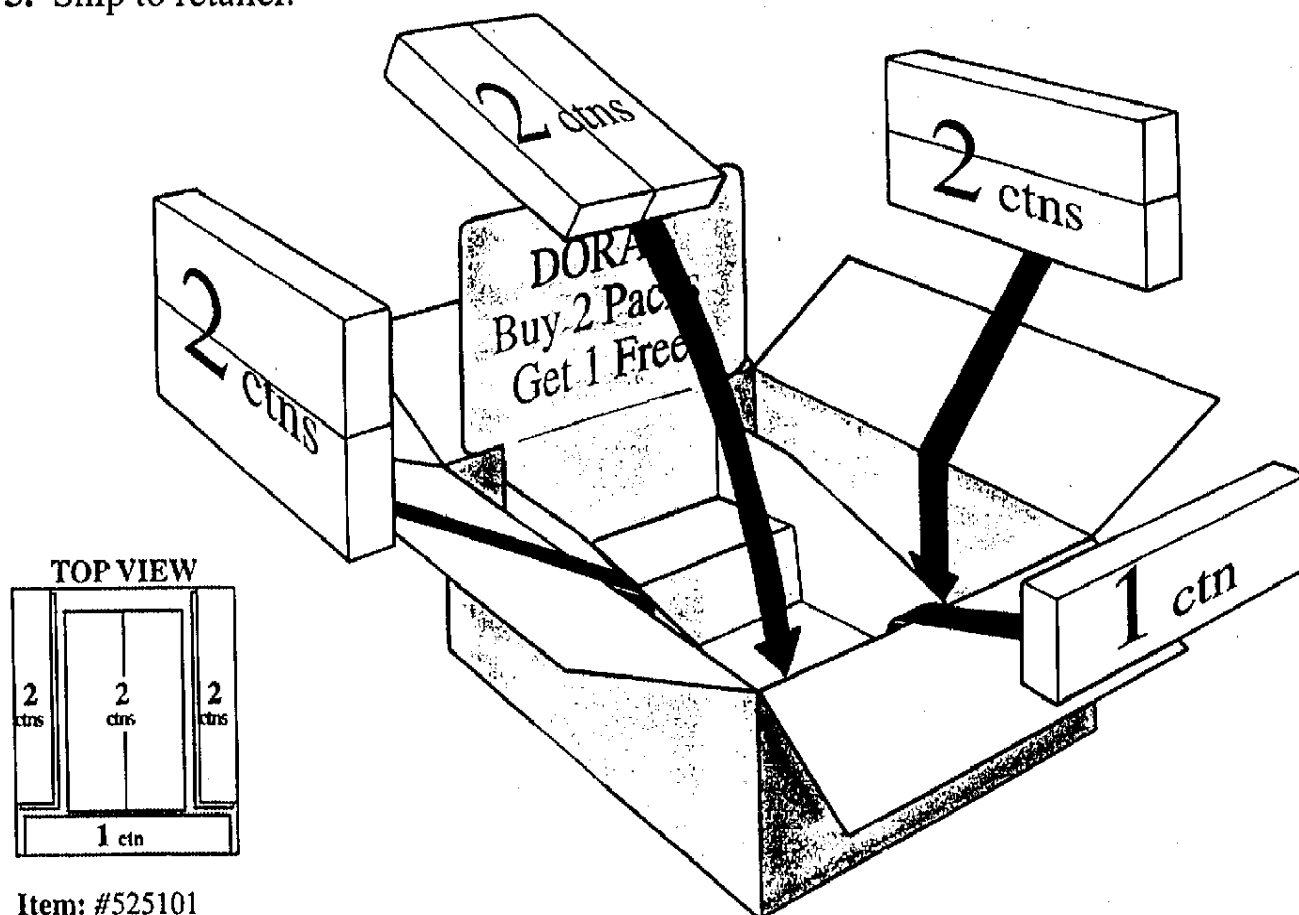
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	Ff Box	LT Box	LT 100	Ff 100		
Number of Cartons						

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WHOLESALE : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0008
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162206	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607) 334-9212
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914) 566-2442
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN'S	NY	12430	1				(914) 254-4010
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607) 775-3500
162204	162226	700336	E-Z MART	285 HARRY L DR	JOHNSON CITY	NY	13790	2				(607) 770-1099
162204		727918	DELAWARE RIVER FLY	HE 1	STARLIGHT	PA	18461	1				(717) 635-5983
162204	162226	743276	VINCE'S BIG M	2658 STATE ROUTE	MAINE	NY	13802	1				(607) 862-3269
162210	162233	634688	COOKS PRODUCE	58 RIVERSIDE DRIV	SIDNEY	NY	13838	1				(607) 563-2273
162210	162233	688210	STURGESS PHARMACY	52 MAIN STREET	UNADILLA	NY	13849	1				(607) 369-2131
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607) 772-8585
162204	162223	693725	GREAT BEND SUNOCO	RR 1 BOX 19	GREAT BEND	PA	18821	1		5405-0000		(717) 879-4600
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607) 773-8506
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1	NYS	2890-0000		(607) 723-7035
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	1	NYS			(607) 773-8420
162204	162223	316818	E-Z MART	RR 2 BOX 136	CONKLIN	NY	13748	1	NYS			(607) 775-4616
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1	NYS		902544	(607) 785-9823
162605	162231	269444	HOLLENBECK'S SHUR-S	17 N MAIN ST	NEWARK VALLEY	NY	13811	1	NYS			(607) 642-3430
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607) 722-1714
162205	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1	NYS			
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	1	NYS			(607) 687-4287
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	NYS			(607) 687-2470
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	3	NYS			(607) 687-9843
162205	162231	021787	MR T'S FOOD KING	MAIN STREET	WHITNEY POINT	NY	13862	1	NYS			(607) 692-4006
162206	162233	171409	BARTLE PHARMACY	PO BOX 634	OXFORD	NY	13830	1	NYS			(607) 843-2841
162204	162233	171091	DEPOSIT BIG M	FRONT STREET	DEPOSIT	NY	13754	1	NYS			(607) 467-4749
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1	NYS			(607) 724-4904
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607) 785-2971
162204	162226	087208	BOB'S MOBIL/F	509 HOOPER RD	ENDWELL	NY	13760	5	NYS			(607) 754-9755
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	1	NYS			(607) 785-0981
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1	NYS			(607) 754-1123
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	1	NYS	0353-0100		(607) 798-0685

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 39

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 39

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/20/97

ACCOUNT NUMBER: 447000 MUTUAL WHOLSALE SERV
VOUCHER NUMBER: 15354161 PO BOX 419
DATE WRITTEN: 05/20/97 BINGHAMTON , NY 13902
STATUS: PAID
AMOUNT PAID: 49.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.50	49.00

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/J MCLEAN

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